MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

MEM7433 – EVALUATION METHODOLOGY FOR E-LEARNING

(Faculty of Creative Multimedia)

22 September 2015
10.00 a.m. – 12.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 3 Questions only.

2. Answer **ALL Three (3)** questions. All questions carry different marks and the distribution of the marks for each question is given.

3. Please print all your answers in the answer Booklet provided.

Instruction : Answer All 3 questions. **(40 marks)**

Question 1

(A) Evaluation is a key component in any e-learning course, program or product.

Explain the purpose of conducting an evaluation for e-learning. (2 marks)

(B) There are two (2) evaluation approaches for e-learning, which are formative and summative evaluation.

Compare the differences of formative and summative evaluation in details. Give examples to support your explanation. (8 marks)

(Total: 10 marks)

Question 2

(A) One of the evaluation methods is experimental study.
Explain the characteristics of an experimental study. (5 marks)

(B) There are two types of experimental design, which are true experiment and quasi-experiment. Explain the differences, and draw visual diagrams of each type of experiments. (4 marks)

(C) Design a plan for procedures for an experimental study of an e-learning course or technology. (6 marks)

(Total: 15 marks)

Continued .....

Question 3

A local university plans to implement an online distance learning programme in 2016, which will reach out to local and international students. The course programme they offer are targeted at postgraduate levels, which include full-time graduate students and part-time working adults. There are a series of postgraduate programs they plan to offer, but they are unsure what are the 'most popular' and niche programs in the market that will attract the potential students. As there are also a lot of other universities competing to offer postgraduate studies, they do not want to repeat the similar courses that will become 'white elephant' programs one day.

As an e-learning Consultant, you are tasked to propose a strategic plan for the university to suggest a series of course programs that will be 'popular' and well-received by the potential students. The university is also very interested to know whether the proposed course program will be effective and successful throughout the program after one year implementation.

i. Describe your plan to evaluate such program before the program implementation in 2016. Devise and formulate a suitable evaluation method in details how you will approach in such manner. Justify the reasons behind, and support with examples.

(7 marks)

ii. In the proposal, you may also need to consider other types of evaluation methods to assess the feedback of the program after its implementation. Suggest any suitable evaluation methods for such assessment. Explain the reasons and how you will conduct such evaluation method(s).

(8 marks)

(Total: 15 marks)

End of Paper.